



Farm Strategy

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Engaging
Farmers to
Solve Food
Pain Points

1) What is Farm Strategy

2) Market Trends

3) High Level View

4) Granular Opportunities



Farm Strategy

Know What is Grown

- Testing
- Databasing

Know Who needs What is Grown

- Programs
- Merchandising

Know How to Grow It Again

- Model Building
- Grower Relationship



Market Trends

Millennial Buyer

Clean Labeling

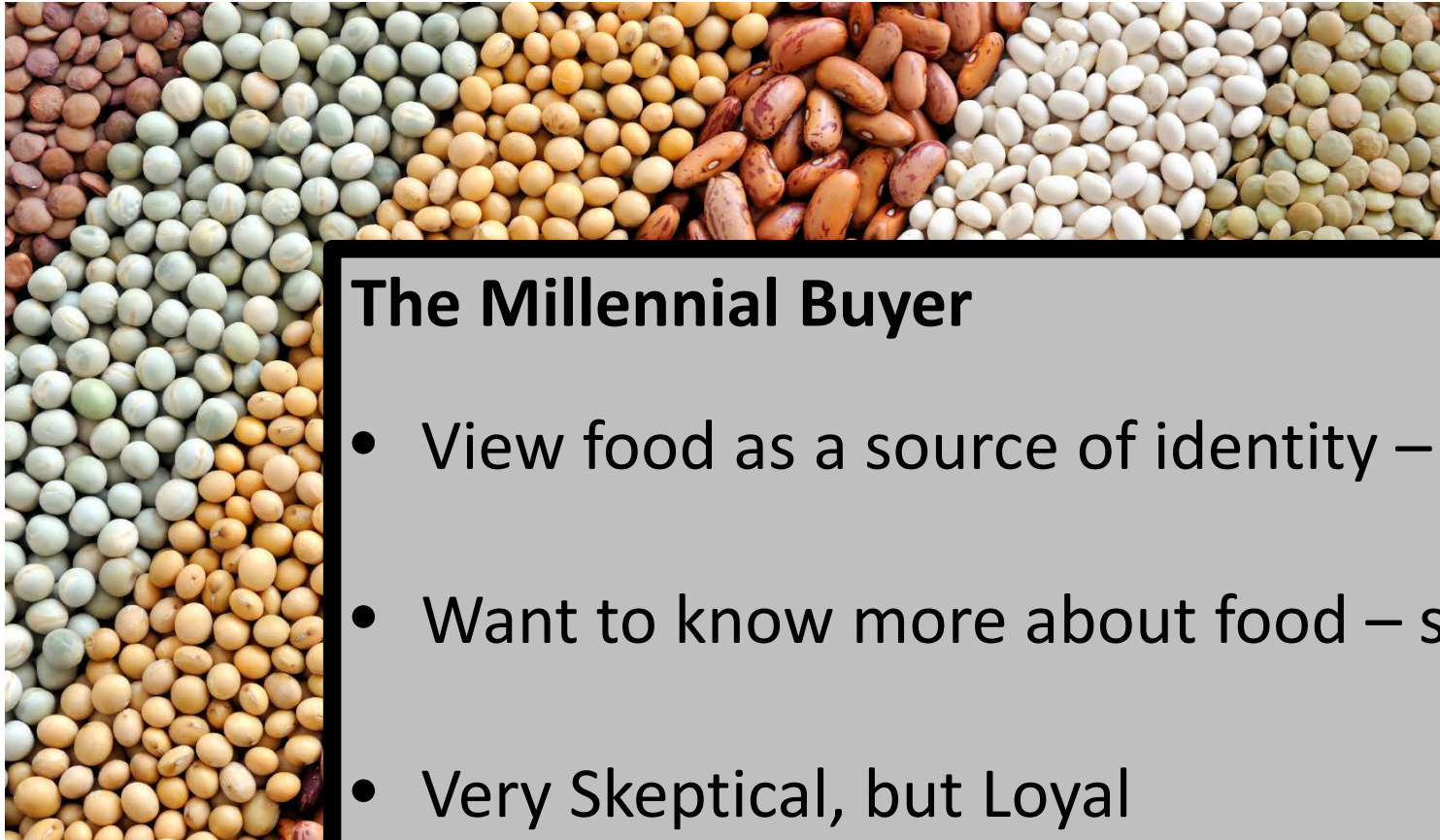
Sustainability

Water Use Efficiency

Carbon Footprint

Glyphosate in Flour

Food Safety and Mod. Act



The Millennial Buyer

- View food as a source of identity – relationship based
- Want to know more about food – sourcing and story
- Very Skeptical, but Loyal
- Spend more than previous generations

Market Trends

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Market Trends

Millennial Buyer
Clean Labeling
Sustainability
Water Use Efficiency
Carbon Footprint
Roundup in Flour
Food Safety and Mod. Act



Relationship

If you want people to
know the truth tell facts
– If you want people to
love the truth tell
factual stories

At a High Level

1) The Miller's Pain must be the Farmer's Pain

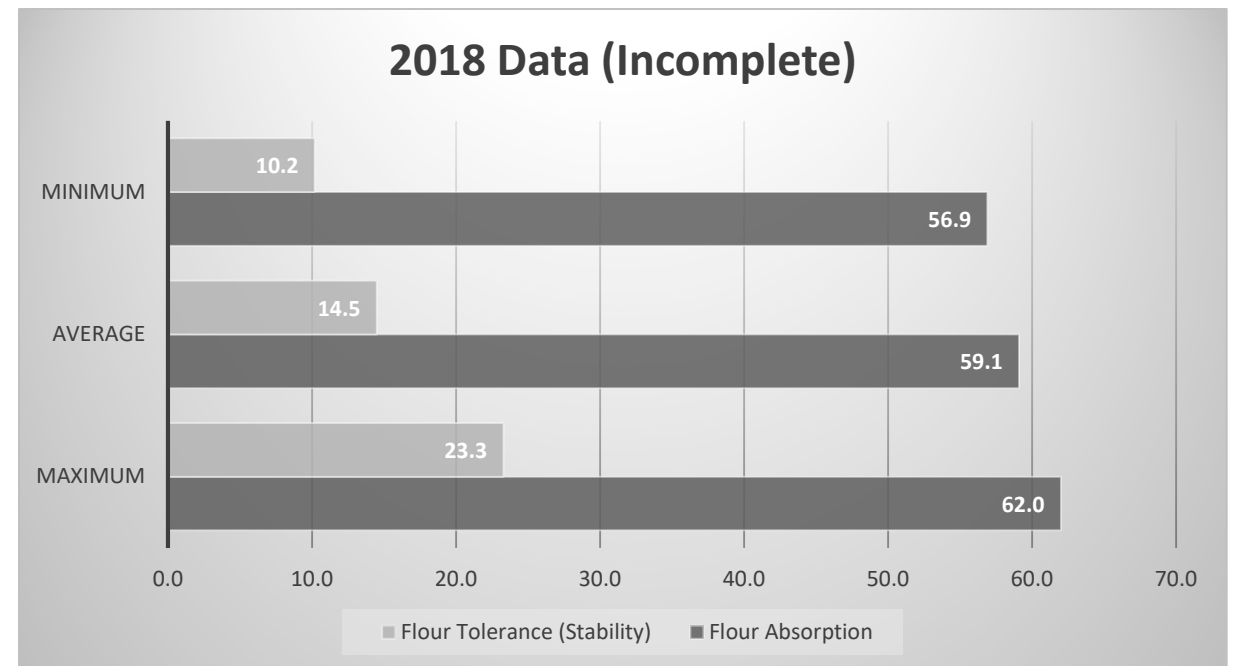
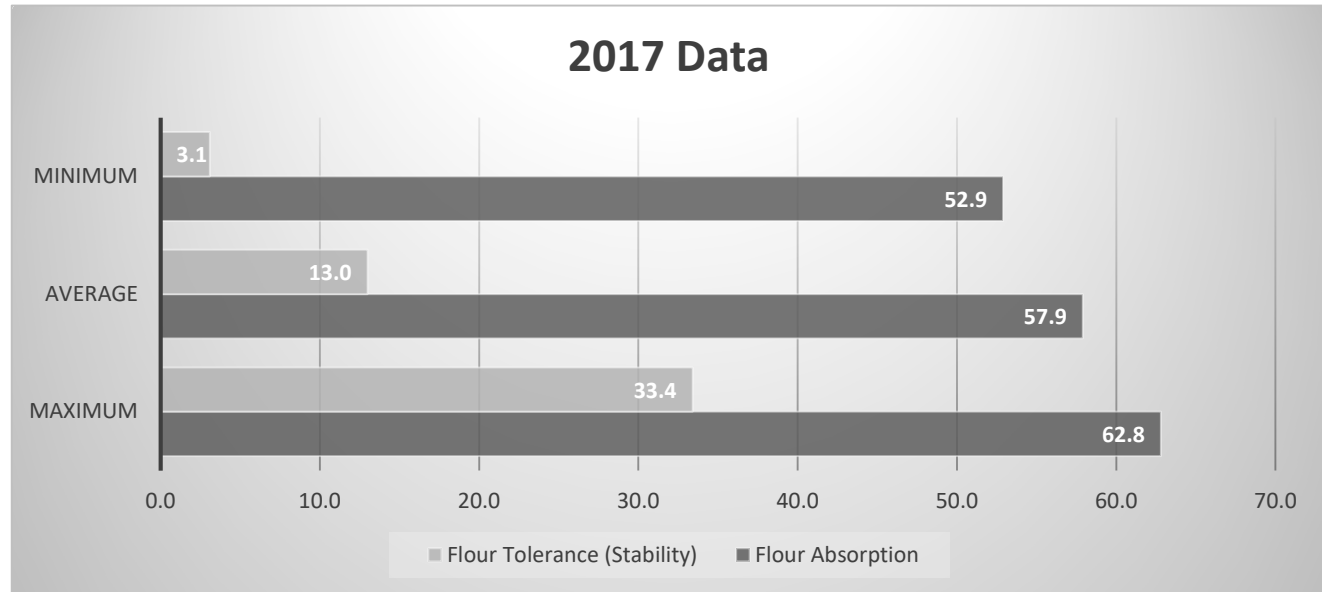
2) A Long-term Relationship must be built

3) Needs to be both Punishments and Incentives

4) Needs to offer the information to move from Punishments to Incentives

A Systems Approach to Milling Pains

- 1) Linking Production Practices to Quality Data
- 2) Building Forecasting Models to build long-term supply chains
- 3) Telling the complete story of the grain in a very unique way





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The Engaged Farmer Represents the Greatest Amount of Un-tapped Potential to Help Solve Consumer and Food Industry Pains.